

Contract Agreement Between:

CONTRACT

WHNS-TV
Meredith Corporation
Fed ID 42-0410230
21 Interstate Court
Greenville, SC 29615
(864)288-2100

www.foxcarolina.com

And:

Smart Media Group
814 King Street, Suite 400
Alexandria, VA 22314
USA

Contract / Revision 485852 /		Alt Order # 06224373
Product MCCRORY FOR GOVERNOR		
Contract Dates 10/15/12 - 10/21/12		Estimate # C15C21
Advertiser Pat McCrory For Gov NC		Original Date / Revision 07/18/12 / 10/10/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WHNS	Account Executive Jim Quinn	Sales Office TELEREP-PHIL
Special Handling		
Demographic Adults 35+		
		Total Ratings 57.60
IDB# 1046	Advertiser Code MCCRO	Product Code ORDR
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WHNS	10/19/12	10/19/12	2.5 Men	Fri 630-7P		:30				NM	1	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/15/12	10/21/12	----1--				1	\$520.00	2.20			
N 2	WHNS	10/19/12	10/19/12	House	Fri 8-9p		:30				NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/15/12	10/21/12	----1--				1	\$1,250.00	4.40			
N 3	WHNS	10/15/12	10/15/12	2.5 Men	Mon 630-7P		:30				NM	1	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/15/12	10/21/12	1-----				1	\$520.00	2.20			
N 4	WHNS	10/15/12	10/15/12	Bones	Mon 8-9p		:30				NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/15/12	10/21/12	1-----				1	\$1,600.00	5.80			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WHNS	10/15/12-10/21/12	Bones	Mon 8-9p	M-----	:30		\$1,600.00	5.80	NM		
			See MG 4.2,4.3,4.4,4.5,4.6,4.7										
	2	WHNS	10/20/12-10/20/12	NCAA Football	Various	-----Sa--	:30		\$520.00	2.00	NM		
	Ⓜ	MG for 6.1,4.1											
	3	WHNS	10/20/12-10/20/12	NCAA Football	Various	-----Sa--	:30		\$520.00	2.00	NM		
	Ⓜ	MG for 6.1,4.1											
	4	WHNS	10/18/12-10/18/12	BB League Championships	M-Su 4-11p	----Th----	:30		\$880.00	4.00	NM		
	Ⓜ	MG for 6.1,4.1											
	5	WHNS	10/15/12-10/15/12	BB League Championships	M-Su 4-11p	M-----	:30		\$880.00	4.00	NM		
	Ⓜ	MG for 6.1,4.1											
	6	WHNS	10/16/12-10/19/12	M-F 8-9a	M-F 8-9a	-TuWThF----	:30		\$100.00	1.00	NM		
	Ⓜ	MG for 6.1,4.1											
	7	WHNS	10/16/12-10/19/12	M-F 730-8p	M-F 730-8p	-TuWThF----	:30		\$700.00	5.00	NM		
	Ⓜ	MG for 6.1,4.1											
N 5	WHNS	10/18/12	10/18/12	2.5 Men	Thu 630-7P		:30				NM	1	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/15/12	10/21/12	---1---				1	\$520.00	2.20			
N 6	WHNS	10/18/12	10/18/12	X Factor	Thu 8-9p		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/15/12	10/21/12	---1---				1	\$2,000.00	10.50			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

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<u>Contract / Revision</u>	<u>Alt Order #</u>
485852 /	06224373

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/15/12 - 10/21/12	MCCRORY FOR GOV	C15C21

<u>Advertiser</u>	<u>Original Date / Revision</u>
Pat McCrory For Gov NC	07/18/12 / 10/10/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WHNS	10/15/12-10/21/12	X Factor	Thu 8-9p	----Th-----	:30		\$2,000.00	10.50	NM		
				See MG 4.2,4.3,4.4,4.5,4.6,4.7									
N 7	WHNS	10/16/12	10/16/12	2.5 Men	Tue 630-7P		:30				NM	1	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/15/12	10/21/12	-1-----				1	\$520.00	2.20			
N 8	WHNS	10/17/12	10/17/12	2.5 Men	Wed 630-7P		:30				NM	1	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/15/12	10/21/12	--1-----				1	\$520.00	2.20			
N 9	WHNS	10/17/12	10/17/12	X Factor	Wed 8-10p		:30				NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/15/12	10/21/12	--2-----				2	\$2,000.00	12.10			
N 10	WHNS	10/21/12	10/21/12	Panthers Early Game	1-4p		:30				NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S				1	\$2,200.00	0.00			
Totals										57.60		15	\$13,650.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/21/12	15	\$13,650.00	\$11,602.50
Totals	15	\$13,650.00	\$11,602.50

Signature: _____

Date: _____

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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐

FEDERAL CANDIDATE

☒

STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

Date:

I, Smart Media Group,

being/on behalf of: Pat McCrory, a legally

qualified candidate of the Republican political

party for the office of: Governor

in the General

election to be held on: 11/6/2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
see attached					

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

The Pat McCrory Committee

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Jonathan Massachi

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

To Be Signed By Candidate or Authorized Committee

5/31/12

Date

Julie A. Kean

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

